



You are here ▢ Forum ▢ News Releases

- Agendas / Decisions
- News Releases
- Traffic Detours
- Speakers Bureau
- E-Mail Notification
- Smoke-Free Saskatoon

NEWS RELEASES

For Immediate Release: May 26, 2004

MO40-100

SASKATOON'S TWO-YEAR CENTENARY COUNTDOWN BEGINS! 2006 – OUR TIME TO SHINE!

The Citizens Centennial Committee today unveiled Saskatoon's centennial anniversary logo and theme, officially launching the two-year countdown. Committee Chair Darlene Bessey noted that Saskatoon was incorporated as a city on May 26, 1906 - the perfect day to kick begin planning in earnest.

"Our logo and tagline, 'Our Time to Shine' recognize our accomplishments as a community and speaks to the confidence and excitement we feel about our future," Bessey said. "We encourage all citizens, businesses, and organizations to join us in planning for a year of fun and celebration in 2006."

"I am very impressed with the work of TAP Communications in producing such an exciting logo," Marketing Co-Chair Todd Brandt said. "The design team was challenged to incorporate elements of the new 'Saskatoon Shines!' community brand into the design of a logo that recognizes our centenary celebration and captures the themes of bridging past and future, bridging communities, and bridging differences. The final interpretation is outstanding. Your committee is confident that the community will unite behind the logo as we plan the best party in Saskatoon's history."

Permission to use the registered logo will be granted upon request to the Communications and Marketing Committee.

Also participating in the launch were Saskatoon Tribal Council Chief Glenn Johnstone, representing Saskatoon's proud Aboriginal heritage, and long-time Saskatoon resident Rowena McLellen and Youth Committee Member Carter Hnatuk, representing the city's past and future.

His Worship Mayor Don Atchison led the unveiling and congratulated the committee on the work completed to date, and encouraged the citizens of Saskatoon to participate and to get "energized".

"Indifference never wrote great novels, nor painted glorious pictures, nor built great cities," Atchison said. "All of what we are as a city was born from the enthusiasm and vision of our first settlers. All of what we will be hinges on our passion, and on our dreams for the future."

"So let us celebrate the past and plan for the future. Indeed, 2006 will be our time to shine!"

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For further information:

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 Back to prev

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